



July 14, 2016

Ms. Holly Wolcott  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

### **2nd Quarter Report, April 1- June 30, 2016**

Dear Ms. Wolcott,

On behalf of the Board, I would like to present the second quarter report and financial expenditures as required by the Administrative Agreement between the City of Los Angeles and the HOLLYWOOD MEDIA DISTRICT PROPERTY OWNER'S ASSOCIATION.

### **2nd QUARTER ACTIVITIES**

- 1. SECURITY:** For this quarter Universal Protection Services (UPS) continued with unarmed foot, bike and vehicle patrols, providing 24-hour security 7-days a week. Security Patrol Officers responded to nearly 1450 constituent calls regarding nuisance or threatening individuals, and had called LAPD Hollywood Division many times for assists. Reports were made of patrol findings on a daily basis, and reports given at a regular monthly BID Safety Committee meeting. Bi-monthly Business Watch meetings were held in conjunction with the Hollywood Police Department. Capt. Cesar Acevedo, the BID's new head of security patrols, has been working with new recruits to insure all officers are trained properly. UPS continues to provide bike patrol, as well as patrol in a vehicle owned by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the District. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the District.



2. **MAINTENANCE:** For this quarter Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, parkways, gutters, driveways and tree wells. LABT also removed stickers and painted over graffiti on buildings, trees, poles, utility bases or other surfaces on a daily basis, and they pressure wash bus stops regularly throughout the District. For this quarter LABT picked up and removed 3697 bags of trash, painted out 9498 sq. ft. of graffiti, and picked up and removed 288 bulky items. The BID has ordered 15 new trash receptacles and these will be received and installed in the next quarter. Reports are given at a regular monthly BID Clean & Green Committee meeting.
3. **MARKETING:** Informative updates and meeting announcement postings have continued to be put up on the Media District's website. RFPs for a new website design and hosting have been received and reviewed. At the June meeting the Board voted to retain the services of Durango. The Media Messenger quarterly newsletter had been mailed to our property owners as well as many other stakeholders. The scope and implementation of the Media District's MTA Call for Projects Grant is ongoing.
4. **ADMINISTRATION:** The Media District is in the process of changing banks and everyone concerning this has been notified as to this change. Financial reports are given at the regular monthly Board of Directors meetings. Executive Director Lisa Schechter continues working on various matters concerning street parking and resurfacing, hazardous intersections, and the overall greening of the BID. Schechter also was successful in collecting delinquent tax assessments owed to the HMD by the State of California. The HMD Property Owners Association's Bylaws have become outdated, and the organization is currently working on an updated and revised version of them.



Budget Category	Annual Budget	2nd Quarter Amount Spent	Y-T-D, 2016 Amount Spent	Projected 3rd Qtr, 2016 Spending
Security	730,619	113,560	224,808	130,00
Maintenance	250,000	88,924	146,355	95,000
Marketing	43,518	605	1682	25,000
Administration	179,660	54,462	148,289	65,000
<b>Total</b>	<b>1,203,797</b>	<b>257,551</b>	<b>521,134</b>	<b>315,000</b>

Should you have any questions regarding the foregoing, please do not hesitate to contact me at (323) 860-0025.

Sincerely,

Lisa Schechter  
Executive Director  
Hollywood Media District